

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

John F. Kennedy National Historic Site

August 2007

CENTENNIAL INITIATIVE



Site: JOFI

Year: 2007

Vision Statement

On May 29, 2017, America will celebrate the Centennial of the birth of the 35th President of the United States, John Fitzgerald Kennedy, a year after the 2016 NPS Centennial. JFK remains an international as well as American icon -- the youthful, vigorous, handsome, media-savvy president, who eloquently expressed American values to an eager country and world, and who with his elegant young wife broke the then-prevailing mold of older, and stylistically conservative, Presidents and First Ladies. In asking "not what your country can do for you," he challenged a whole generation. These and other JFK words still resonate worldwide. To see where the Kennedy legacy had its start, and to learn about his formative years, are among the experiences sought by site visitors, who include a large international contingent. Our dual-Centennial vision begins with the start-up in 2007 of the site's first GMP. This we expect will lead to expanded partnerships with the Town of Brookline & the JFK Presidential Library & Museum, working to ensure that the Kennedy NHS and its early 20th c. neighborhood continue to thrive, and that collectively we make the birthplace experience accessible to & more fully understood by many more of the national, and international, visitors who seek to get close to the Kennedy story. Our vision includes an expanded season for the Kennedy Birthplace, from 4 to 9 months, staffed by Volunteers and NPS Personnel. It includes an off-site visitor and education center, in leased space in the nearby Coolidge Corner commercial district (where Rose Kennedy shopped daily), managed in partnership with the Town of Brookline, so that we can offer contextual exhibits on Brookline in 1917 and the Kennedys' life in that town, & expanded curriculum-based educational experiences not now possible in our 100 sq. ft. visitor contact area. It includes expanding our international tourism, and providing printed materials & audio wands to visitors in additional languages (Russian, Mandarin & Korean) beyond the Japanese, French, German & Spanish currently offered, and developing an introductory movie to the site. Finally it includes working with the Town to create a Kennedy Boyhood Conservation District so that the intact early 20th century neighborhood landscape surrounding the site can persist for another 100 years.

Park/ Superintendent/ Program Manager

Myra F. Harrison

Site: JOFI

PROFESSIONALISM

☒ Model what it means to work in partnership.

☒ Other Park/ Program performance goal(s)

By 2016, the park will have fully demonstrated that its partnership with the JFK Presidential Library and Museum (a unit of the National Archives and Records Administration) is a model for inter-agency collaboration, and has most effectively developed shared goals and implemented them in the areas of tourism development, visitor services, education, and research.

☒ The work described currently is supported by OFS and/ or PMIS